

CONTROL 1192

20 Feb 75  
1832S  
POL-13

INDICATE  
 COLLECT  
 CHARGE TO

DEPARTMENT OF STATE  
**TELEGRAM**

FROM	AMEMBASSY BUENOS AIRES	CLASSIFICATION	CONFIDENTIAL
E.O. 11652:	GDS		
TAGS:	PINS, ASEC, AR		
SUBJECT:	<u>AAA Warning to Pepsico Executive</u>		
ACTION:	SecState WASHDC		
REF:	CONFIDENTIAL BUENOS AIRES <u>1192</u> State 033000		
AMB	1. Embassy is unaware of any similar instances as described in reftel where right-wing terrorists have warned businessmen against possible attack by left-wing terrorists. This is also the first time in which the "Agrupacion Ibarzabal" has surfaced.		
POL-3	2. One possible explanation is that this is a variation of a form of extortion which has befallen various foreign-owned companies in recent months. In exchange for money or some preferential treatment (i.e. in deliveries), an offer is made to eliminate troublesome leftists.		
POL/R	<del>AMBASSADOR ROBERT C. HILL</del>		
ECOM	<del>DCM:JJMontllor</del>		
USIS	<i>JHM</i>		
USDAO			
MILGP-2			
SCIAT			
LEGAT			
RF			
CHRON			
SY			

DRAFTED BY: <i>SV</i>	DRAFTING DATE: 2/20/75	TEL. EXT.: 121	CONTENT AND CLASSIFICATION APPROVED BY: POL:WSSmith <i>✓</i> AMBASSADOR ROBERT C. HILL <i>✓</i> DCM:JJMontllor <i>JHM</i>
CLEARANCES: SY:GBeckett <i>✓</i> POL/R:DLSmock <i>✓</i> LEGAT:RWScherrer <i>✓</i>			

CONFIDENTIAL

CLASSIFICATION

# ACTION-COPY

R 131405Z FEB 75  
FM SECSTATE WASHDC

TO 075 FEB 15 AM H 42 *Gett*

TO AMEMBASSY BUENOS AIRES 37384  
BT  
~~CONFIDENTIAL~~  
~~CONFIDENTIAL STATE 033000~~

E.O. 11652: GDS

TAGS: PINS

SUBJECT: AAA WARNING TO PEPSICO EXECUTIVE

TO	ACT	INTL	TO
AMG	✓		DAO
DCM	✓		LEGATTI
SAC			USA
HO		3	WAS
ELC			WHA
POA			WLG
DRN			FER
ADM			GPO
USA			NSC
CGO			CHRON
			CR

1. DEPARTMENT INFORMED BY PEPSICO INTERNATIONAL THAT NORMAN HELLER, VICE PRESIDENT FOR WESTERN HEMISPHERE OPERATIONS, HAS RECEIVED WARNING LETTER FROM ARGENTINA. AIR-MAIL LETTER IS POSTMARKED BUENOS AIRES AND ADDRESSED: QUOTE MISTER HELLER, PEPSI COLA INTERNATIONAL, DIVISION LATIN AMERICAN, PURCHASE, N.Y., U.S.A. END QUOTE.

2. TEXT FOLLOWS QUOTE: AS WE ANTICIPATED TO YOUR OFFICE OF BUENOS AIRES, WE DO NOT WANT YOUR SAFETY AFFECTED, AS LIKE THAT OF YOUR ARGENTINE EXECUTIVES, BY GUERILLAS OF THE LEFT, AT YOUR ARRIVING IN ARGENTINA. ALSO WE DO NOT WANT TO AFFECT NEGATIVELY RELACIONES (SIC) BETWEEN OUR TWO COUNTRIES. CANCELLATION IS VERY CONVENIENT. AAA - AGRUPACION IBARZABAL. END QUOTE.

3. HELLER HAD PLANNED TRIP TO BUENOS AIRES AT END OF FEBRUARY. PEPSICO INTERNATIONAL ASKED GUIDANCE. WE ADVISED THAT, IN LIGHT OF INFORMATION AAA APPEARS TO HAVE ON POSSIBLE LEFTWING EXTREMIST THREAT TO HELLER, IT WOULD BE PROFOUND TO POSTPONE TRIP INDEFINITELY. PEPSICO ACCEPTED THIS ADVICE AND PROMISED TO (1) PROVIDE US WITH ANY FURTHER CORRESPONDENCE IT MAY RECEIVE FROM AAA; AND (2) KEEP US INFORMED REGARDING ANY FUTURE TRIPS HELLER OR OTHER PEPSICO EXECUTIVES MAY PLAN.

E025x1

4. MEANWHILE WE HAVE PASSED COPY AAA CORRESPONDENCE TO  WITH REQUEST THAT MATTER BE INVESTIGATED.

5. COMMENT: THIS IS FIRST NOTICE WE HAVE OF AAA ATTEMPTING TO WARN U.S. BUSINESSMEN OF POSSIBLE DANGERS EITHER REAL OR IMAGINED. EMBASSY MAY WISH COORDINATE WITH  IN MAKING DISCREET INQUIRIES TO ASCERTAIN IF THERE ARE OTHER INSTANCES OF THIS NATURE. INGENSOLL

BY

3000

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Declassified Case: UN- 84-88 Date: 6-13-2012

4-148

~~CONFIDENTIAL~~

THE AMBASSADOR

2/14/75

LEGAL ATTACHEE ROBERT W. SCHERRER

AAA WARNING TO PEPSICO EXECUTIVE

Reference State Department telegram, 2/13/75, under  
the above caption.

Attached for each recipient is a machine copy of a letter in the Spanish language directed to the PepsiCo International Director for Argentina, Dr. Hector Chram Andruet, from the AAA-Agrupacion Ibarzabal, together with transmittal envelope which bears a Buenos Aires postmark dated 1/24/75. The attachment was made available by Gerardo J. Nogueira, PepsiCo International South American Financial Director, Maipu 9942, Buenos Aires, on 2/14/75.

FOIA(b)(3) - 50 USC 3024(i)(1) - Intelligence Sources and Methods

On 2/13/75, at approximately 3:10 P.M., I attempted to contact Dr. Chram Andruet at his private unlisted telephone number, [REDACTED]. I utilized a direct private line from my office to make this call. Upon learning that Dr. Chram Andruet was on vacation in Punta del Este, I spoke with Mr. Nogueira, identified above, with whom I had previous contact on several Pepsi-Cola extortions and kidnappings. In general terms, I told Nogueira that information had been received in Washington by means of a letter mailed from Buenos Aires regarding a PepsiCo executive and his projected visit to Argentina. Nogueira immediately told me he knew about the matter and said that PepsiCo had received a similar letter locally. No mention was made of the AAA-Agrupacion Ibarzabal or the identity of Norman Heller. At this point in the conversation, a male voice broke in and stated in the Spanish language, "Don't say anymore, the ERP is aware of this." After the unidentified individual made the statement, the connection was broken.

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Classified By 5931  
Exempt from General Declassification  
Schedule of Executive Order 11652  
Exemption Category 5B(2)  
Automatically declassified on IMDET

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RE: AAA WARNING TO PEPSICO EXECUTIVE

apparently by the unknown individual, and Negueira had to call me back.

On 2/14/75, I personally met with Negueira, who advised that Norman Holler was presently in Rio de Janeiro and intends to fly directly from Rio de Janeiro to Montevideo on 2/15/75, where he will continue on to Punta Del Este and meet with Dr. Curam Andruet. Negueira advised that Holler does not intend to visit Argentina.

Negueira advised that the enclosed Spanish language letter was received by the Pepsico Buenos Aires Office on or about January 26, 1975. Initially, Pepsico officials in Buenos Aires thought the enclosed letter was some form of a joke. However, several days later, information was received from Pepsico Headquarters in Purchase, New York, indicating that a similar letter in the English language had been received from the AAA-Agrupacion Ibarzabal. Negueira noted that Holler's projected visit to Argentina was not generally known at the Pepsico, Buenos Aires Office and information concerning Holler's trip was limited to approximately eight Pepsico officials and six or seven secretarial and clerical personnel. Negueira did know, however, that Holler's projected Argentinian visit was discussed on the telephone, noting that Dr. Curam Andruet has been on vacation for the past three weeks, which necessitated telephonic advice to him on Holler's visit.

Negueira was extremely upset over the interference in our telephone conversation on 2/13/75 and stated that the Federal Police of Argentina (FPA) had been advised of the incident. Negueira stated that the FPA claimed that Dr. Curam Andruet's private telephone was not subjected to any official government tap and that if the telephone had been tapped, it was an illegal installation.

Negueira promised to promptly contact me, should any additional communication be received from the AAA-Agrupacion Ibarzabal.

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**RE: AAA WARNING TO PEPSICO EXECUTIVE**

Observations:

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According to FPA

[REDACTED] the Agrupacion Ibarzabal of the AAA had now previously kidnapped. The Agrupacion Ibarzabal is obviously named after assassinated Argentine Army Colonel Jorge Roberto Ibarzabal, who was kidnapped by the ERP during a January, 1974 raid on the Azul Army Garrison. After being held captive for several months, Col. Ibarzabal was assassinated by his ERP captors when the Buenos Aires Provincial Police stumbled across a van in which he was being transported.

The fact that the AAA-Agrupacion Ibarzabal chose to communicate with Pepsico Headquarters in New York and with the Pepsico, Buenos Aires Office to warn them of some projected action against a high Pepsico official, is extremely unusual. Noting that there is no formal AAA organization and that individuals who participate in AAA activities come from various sectors of the Argentine Government, including the FPA, the various Provincial Police Departments, Ministry of Labor, the CGT and the Ministry of Social Welfare among others, it is highly unusual that should authentic information concerning a terrorist threat against a Pepsico executive be developed through the course of extra-curricular AAA activities, this information would normally be passed to Pepsico through the Federal Police of Argentina or some other responsible government agency.

It is noted that during the past several months, various important foreign-owned companies in Argentina have been the victims of a sophisticated form of extortion. A case in point is the Chrysler Corporation, which has been approached by an individual to secure preferred delivery of Chrysler vehicles for various friend dealerships in which this individual obviously has a financial interest. In exchange for this preferential treatment, the individual promised Chrysler that he would "eliminate" troublesome leftists who had infiltrated the Chrysler Corporation labor sector. There have been other instances of rightist labor elements approaching the directors of foreign companies in Argentina to offer their services to eliminate leftist threats against the companies for a fee.

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RE: AAA WARNING TO PEPSICO EXECUTIVE

It is my personal opinion that the AAA-Agrupacion Ibarzabal warning to Pepsico may be the preliminary stop in setting up a future approach to Pepsico in Buenos Aires to secure some form of financial remuneration as a reward for the AAA Agrupacion Ibarzabal's diligence in warning regarding Heller's trip. The interception and interference of the telephone call between myself and Noguira on 2/13/78 would indicate to me that the individual or individuals responsible for this action probably have some official or quasi-official government status.

The FPA [redacted] advise that there is no available information indicating that the AAA has ever warned any businessman, U. S. or Argentine, of a projected future terrorist action against them.

E025x1

Dr  
Héctor Caram Andruet  
Pepsi-Cola Argentina  
Maipú 942  
CAPITAL FEDERAL



Informes recibidos indican que Grupos Especiales iniciarán acciones en febrero a la llegada alto funcionario de esa empresa internacional, contra instalaciones y funcionarios locales.  
Sugerimos cancelación viaje a fin evitar repercusiones e deterioro imagen de la república.

AAA - AGRUPACION IBARZABAL

2/4/85  
EST